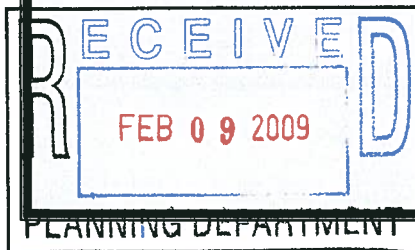


MOOREFIELD VILLAGE COMPREHENSIVE SIGN PLAN

Zoning Ordinance Modification Application

STATEMENT OF JUSTIFICATION



July 31, 2007
December 19, 2007
February 6, 2009

Project Location and Overview

CTD Moorefield Retail LLC (the "*Applicant*") proposes to implement a comprehensive sign plan for Sections IIA & IIB of Moorefield Station (the "*Subject Property*") in order to establish a coordinated signage system for the various land uses and for the efficient and safe movement of traffic and pedestrians throughout the community. Moorefield Station, Sections IIA & IIB (the "*Project*") is part of the larger Moorefield Station project located on the south side of the Dulles Greenway at the planned transit node.¹ The project is referred to as Moorefield Village.

The Project is currently zoned PD-TRC under the Revised 1993 Zoning Ordinance, is approximately 32.6 acres in area and is subject to the proffers and concept plan approved with ZMAP 2001-0003, Moorefield Station, which was approved on December 16, 2002. The property is approved for a mix of office, retail and residential uses. The Subject Property includes two sections of Moorefield Station; the northern section, IIA, is predominantly residential uses, while the southern section, IIB, includes office uses, along with a grocery store and other neighborhood and community-oriented retail.

The proposed Comprehensive Sign Plan has been significantly revised since the first submission to ensure that the signage for Moorefield Village is consistent with the purpose of the County's sign regulation – to "help people find what they need without difficulty or confusion, and without adverse impact on the character of an area." (Sec. 5-1201)

121-38-0079 = 17.7 acres
121-37-7500 = 2.8 acres
121-47-6384 = 11.4 acres } 31.9 acres

¹ The property is more particularly known as MCPI-121-47-6616 and is located north of the Loudoun County Parkway, south side of Old Ryan Road in the Dulles Election District.

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Justification

A well-developed comprehensive sign program is integral to successful community development. Signs are necessary to communication, identification, orientation, and public convenience. A properly conceived sign program also reflects the builder's, developer's, and community's commitments to safety, image, and permanency.

There are often different design goals for different aspects of design within a comprehensive signage program, and Moorefield Village Sections IIA and IIB (which this guide covers) is no exception. The first goal is to help reinforce the sense of community as a part of the larger Moorefield Station project. The second is to help provide the apartment, live/work and retail communities in Moorefield Village with personal identities that are indicative of their use, users, and location. The third is to provide a framework for sustainable signage in both character and economy.

The program's first goal is developed by practicing continuity of design with the sign plans of others in Moorefield (and the existing Moorefield Station Guidelines and Plans). Use of natural materials, a pedestrian scale, and a design theme sympathetic to adjacent sections, are just some of the design elements considered to help visually unite Moorefield Village with neighbors in Moorefield Station.

This signage program's second goal is to help provide a unique identity for Moorefield Village, within the larger development. It is important that Moorefield Village is identified as a commercial and neighborhood center. Again, guided by approved plans and guidelines, careful design and arrangement of signs and way markers will give a warm introduction to the center, guide users to the uses, and remain sensitive to the neighbors surrounding Moorefield Village. Size, scale, color, material, rhythm, and balance all play a part in considering the placement of individual elements of the plan. Signage at the edges of Moorefield Village focus on identification and access. Internally, the sign program encourages a system of architecturally compatible signs which give direction, advertisement, and information to both vehicle and pedestrian users, in a scale and form which reinforces the walking experience. It is important to note that careful attention was paid to signs as an architectural detail, and that small scale signs (such as those under canopy or arcade and first and second story uses) are part of this guideline package.

The third goal, to develop a sustainable program in character and economy, is shown through the open format of these guidelines. These guidelines are intended to establish a framework for approval. All sign designs herein are subject to approval by the Commercial Owners Association West prior to sign permitting by Loudoun County. They will help ensure a manner of evaluation, repair, and replacement, which will be consistent with Moorefield Station's architecture and uses. These guidelines focus on developing a standard which will

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support the economic success and unique neighborhood quality of Moorefield Village for generations to come.

The detailed design requires a variation of sign design permitted by the Zoning Ordinance in order to adequately identify various uses on site and to efficiently direct pedestrian and vehicular traffic. We believe that the proposed modifications meet the standard for approval of Comprehensive Sign Plans:

The Comprehensive Sign Plan provides information to the traveling public necessary for efficient movement throughout Moorefield Village without *"adverse impact on the visual character of the area."* (Section 5-1201 "Purpose"). In fact, the proposal includes design and aesthetic considerations that are not addressed by the sign regulations of the Zoning Ordinance. The sign plan will enhance the visual character of Moorefield Village. Table 1 provides justification for each of the proposed modifications.

Sign	Proposed Modification	Justification
A. Neighborhood Entrance Monument	No modification.	Sign size is smaller than permitted. Signs are located consistent with Moorefield Station Sign Guidelines, approved with original Moorefield Station rezoning and included in the ZCPA/ZMOD currently in review.
A1. Commercial Entry Monument	Increase in size, though reduction in number of signs permitted. No increase in height proposed.	These signs demarcate the key commercial entrances at Ryan Road and Moorefield Parkway, both significant roadways. Signage design to be seen from vehicles on these roadways.
B. Informational Signs	No modification. Reduction in size and maximum number of signs established (no maximum in ordinance)	Included to ensure that the sign plan is comprehensive.
B1. Site Directional	Establishes location and maximum number of signs.	Located at internal intersections (4) to provide information to drivers regarding the location of various services within the

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		center.
B2. Pedestrian Directional	Establishes location and maximum number of signs.	Located at key locations (5) to provide information to pedestrians regarding the location of various services within the
B3. Retail Pad Site Directional	Modest increase in size; maximum number of signs established (no maximum in ordinance)	Designed to guide patrons through the 2 approved pad sites and identifying the location of services such as ATMs.
C. Major Tenant	Maximum sign area and aggregate sign area proposed for increase	Modification accommodates grocery store signage that is industry standard and consistent with grocery store signage throughout the County.
C1. Tenant – Building G	Maximum aggregate sign area proposed for increase. Maximum sign size smaller than permitted.	Permitted only on building G (grocery tenant), signs identify services such as pharmacy, bakery, coffee or would indicate whether store is open 24 hours. Such signage represents the industry standard and has been used throughout the County.
C2. Tenant – In Line	Maximum aggregate sign area proposed increase. Sign size not increased	Provides for consistent signage for inline retail. Additional limitations included – maximum height and length (lesser of 20' or 75% of leased frontage) – to ensure consistent sign program.
C3. Tenant – Blade	No modification to sign size or aggregate proposed; signs/façade increased to 2/tenant.	Signs limited to 3sf, with 1 sign per entrance. Maximum of 2 signs/tenant sought to accommodate larger tenants that may lease significant frontage.
C4. Tenant – Pad Site	Aggregate sign area proposed to increase	Sign size smaller than permitted and number of signs same as permitted; increase in aggregate signage accommodates 1 sign/façade for pad sites. Supports implementation of 4-sided architecture

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		desired for pad sites.
C5. Service Door	No modification	
D. Commercial Leasing Sign	Increase height from 6 to 8 feet, sign size from 20 to 30 sf and number from 2 to 3.	Limited increase in height and sign size proposed to ensure visibility from adjacent major roadways. Parcel is twice the size of cutoff (10 acres) that permits increase in number of signs, so 3 signs proposed. Allows for leasing information, critical to success of commercial properties, to be visible at 3 key locations.
E. Residential Entry Monument	No modification (smaller than permitted)	Included to ensure sign plan is comprehensive
F. Commercial Leasing Sign	Increase height from 6 to 8 feet, sign size from 20 to 30 sf, and number of signs from 2 to 3.	Provides for apartment leasing information regarding. Limited increase in height and sign size proposed to ensure visibility from adjacent major roadways. Parcel is larger than cutoff (10 acres) that permits increase in number of signs, so 3 signs proposed.
G. Information Center Sign	Increase size from 2 to 12 sf. Increase in height from 5 to 6 feet.	One sign proposed to identify Information Center, which provides information to both existing and prospective tenants. Sign size is consistent with the use being identified – Information Center is an important destination within the residential portion of Moorefield Village.

Summary

The proposed sign plan includes a variety of signage for locating and identifying various residential and commercial spaces. All signs subject to this plan are coordinated in color, style and materials, and complement the Moorefield Village architectural theme. The proposed sign plan will enhance the attractiveness of the community and will assist in the efficient and safe movement of vehicles and pedestrians.

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The Comprehensive Sign Plan has been designed to be consistent with the Design Guidelines approved with the Moorefield Station rezoning. The Claude Moore Community Foundation Design Review Committee, per the proffered commitment to do so, will provide separate comment regarding its review of the proposed signage for Moorefield Village.

This modification is requested under the provisions of the 1993 Revised Zoning Ordinance that grant design flexibility within Planned Development districts. The proposed sign plan is a unified and coordinated signage system that satisfies the public purpose of the standard signage regulations and implements the community design objectives of the Revised General Plan. The Applicant respectfully requests favorable consideration of the Application by the Staff, the Planning Commission and the Board of Supervisors.

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**PLANNING COMMISSION ISSUES REGARDING
COMPREHENSIVE SIGN PLANS**

The following responds to the guidelines adopted by the Planning Commission in March 1999 to assist in the evaluation of comprehensive sign plans.

Criterion 1:

Will the number, location and size of signs proposed adequately help people find what they need without difficulty or confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. is the modification the least amount needed to meet this criteria?)

The proposed sign plan will accomplish this objective. The signs will be located to adequately help people navigate through the marketplace without difficulty or confusion. Modification to the size and number of signage is very limited, but the proposed modifications reflect the detailed design reflected in the land plan and the integration of parking in and around buildings. Grocery store signage which meets current industry standards and which has been approved throughout the County is proposed. A limited number of signs are visible from the public right-of-way, and most signage – tenant and informational or directional – is visible only internally to support function of the center.

Criterion 2:

Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?

The proposed signs are generally internal to Moorefield Village and the unified style will be an attractive addition to the area.

Criterion 3:

Does the proposed signage treat similar types of signs consistently?

The proposed sign plan is a unified and coordinated program that employs a common theme and treats similar types of signs consistently.

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Criterion 4:

Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components of an overall composition of architectural elements?

The proposed signs are subordinate to the structures and land use functions and reflect the architectural theme of the community. Again, no large signs are requested. Modifications are largely needed to ensure an adequate number of smaller signs and appropriate identification of entrances.

Criterion 5:

Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?

The proposed Comprehensive Sign Plan is detailed in its design and well-coordinated with Moorefield Village architecture. Further, the sign plan must be consistent with the Moorefield Station Sign Guidelines that govern all land use within the larger Moorefield Station community.

Criterion 6:

Does the proposed signage represent a comprehensive sign plan that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc., that reflects unique character of the planned development?

The proposed sign plan addresses each of these design elements with specificity and provides a coordinated program that complements the architectural theme of the Moorefield Village. Additionally, the signage was designed to be consistent with the approved Moorefield Station Design Guidelines, to ensure consistency throughout this key planned transit node.

Criterion 7:

Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification?

Moorefield Village carefully integrates commercial and residential uses, and the detailed nature of the land plan warrants the requested modifications. The proposed sign plan will ensure that all signage subject to the plan will be coordinated and will provide desirable continuity throughout the project.

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Criterion 8:

Is the proposed sign plan in conformance with the policies of the County's Comprehensive Plan?

The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by: (i) providing attractive, coordinated and unified signage that enhances the community; and (ii) promoting safe and efficient movement and direction of vehicular traffic.

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